

FSBO Method Staging & Photography Module 2.3

How to Photograph Your Home

In this module, here's what you'll learn...

- The best way to photograph your home
- How many photos to take and publish to your listings
- When the best time to take photos is
- How to take your best shot
- How to find a professional photographer

First Impressions

First impressions used to be all about curb appeal -
Now it's all about online appeal... Over 90% of
buyers begin their search online.

Homes with no photos, very few, or poor pictures
are much less likely to attract quality buyers to visit
their home.

Since the photos buyers see online are the very first impression you make on a buyer, we must use these images to paint a picture of your home, and lure in as many potential buyers as possible.

Great photos will bring in quality buyers. Equally, poor photos will turn many buyers off, initiate low-ball offers, or keep buyers from viewing your property all together.

6 Tips to Create Awesome Real Estate Photos

1. Brighten Up:

For exterior pictures, shoot in the middle of the day when the sun is above your home. Capture all of your home, but show as much blue sky as possible.

For interior shots make sure all the lights are on, and be sure to use a flash.

2. Take More Photos

Home buyers want to see more than just a few shots of the front of your home. They want to see everything inside before ever stepping foot in your home.

Be sure to take pics of the kitchen, all bedrooms, bathrooms, living room, dining area, den/office, and backyard.

2. Take More Photos

If you live in a condo/apartment, take photos of all amenities i.e, tennis court, gym, pool, etc.

If you have views of city skylines, lakes, mountains, ocean, or golf course, be sure to include those too.

2. Take More Photos

Take photos from chest height, and shoot from one corner of each room. This captures three corners of each area, makes each room appear larger.

Realbird allows for 40 photos, Zillow and Postlets more than 25. Craigslist allows for 8. You'll want to take enough photos to produce 40 quality photos for your website, then use your top 25 for Zillow/Postlets, and rotate 8 photos for Craigslist.

3. Shoot Immediately After Staging

You just invested a lot of time and money into cleaning, decluttering, and staging your home.

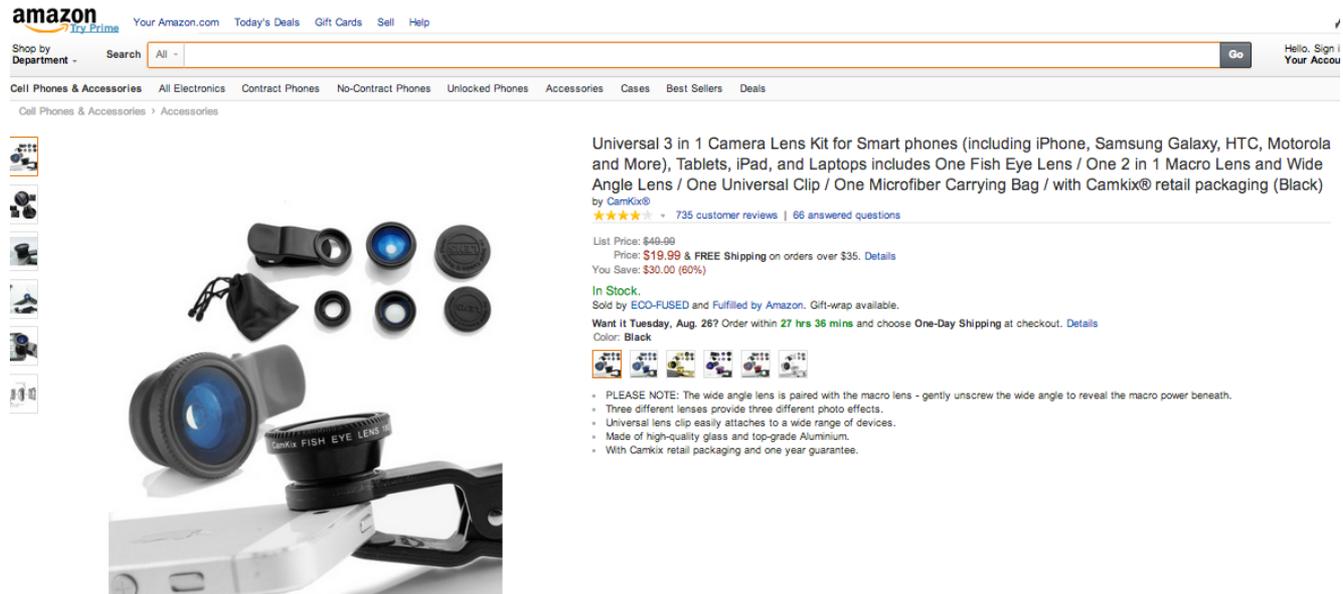
Capitalize on this, and take as many photos of your home while it's showing at it's best.

4. Take Your Best Shot

- Using a DSLR camera is your best *do it yourself* option. Wide angle lenses will always produce the best photographs.
- Advances in smartphone cameras make taking photos easier than ever. If you have an iPhone 4S or above, a Samsung Galaxy S5/Note 3 or above, or similar device, these will get the job done.

4. Take Your Best Shot

- Consider investing in this economical lense kit (Link Below Video)



The image shows a screenshot of an Amazon product page. At the top, the Amazon logo is visible with 'Try Prime' and navigation links for 'Your Amazon.com', 'Today's Deals', 'Gift Cards', 'Sell', and 'Help'. Below the logo is a search bar with 'Shop by Department' and 'Search All' buttons. A navigation bar lists various categories like 'Cell Phones & Accessories', 'All Electronics', etc. The main product image shows a white smartphone with a black lens kit attached. The kit includes a large wide-angle lens, a smaller macro lens, and a fish-eye lens, along with a carrying bag and other accessories. To the right of the image, the product title reads 'Universal 3 in 1 Camera Lens Kit for Smart phones (including iPhone, Samsung Galaxy, HTC, Motorola and More), Tablets, iPad, and Laptops includes One Fish Eye Lens / One 2 in 1 Macro Lens and Wide Angle Lens / One Universal Clip / One Microfiber Carrying Bag / with Camkix® retail packaging (Black)'. Below the title, there are customer reviews (4.5 stars), price information (List Price: \$49.99, Price: \$19.99 & FREE Shipping), and a note that the item is in stock and can be shipped by Amazon. A 'Want it Tuesday' banner indicates the item will arrive by Tuesday, August 26th. At the bottom, there are several bullet points providing additional details about the lenses and the kit.

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Universal 3 in 1 Camera Lens Kit for Smart phones (including iPhone, Samsung Galaxy, HTC, Motorola and More), Tablets, iPad, and Laptops includes One Fish Eye Lens / One 2 in 1 Macro Lens and Wide Angle Lens / One Universal Clip / One Microfiber Carrying Bag / with Camkix® retail packaging (Black)
by Camkix®
★★★★☆ - 735 customer reviews | 66 answered questions

List Price: \$49.99
Price: **\$19.99** & **FREE Shipping** on orders over \$35. [Details](#)
You Save: **\$30.00 (60%)**

In Stock.
Sold by **ECO-FUSED** and Fulfilled by Amazon. Gift-wrap available.
Want it Tuesday, Aug. 26? Order within **27 hrs 36 mins** and choose **One-Day Shipping** at checkout. [Details](#)
Color: Black

PLEASE NOTE: The wide angle lens is paired with the macro lens - gently unscrew the wide angle to reveal the macro power beneath.

- Three different lenses provide three different photo effects.
- Universal lens clip easily attaches to a wide range of devices.
- Made of high-quality glass and top-grade Aluminium.
- With Camkix retail packaging and one year guarantee.

4. Take Your Best Shot

- **If your cellphone's camera is under 8 megapixels, use a digital point and shoot camera.**

5. Edit your photos

Use photo editing software:

Picassa - <http://picasa.google.com/>

Pixler - <http://pixlr.com/>

For iOS and Android devices, check out Aviary - <https://www.aviary.com/>

*Don't overthink it. Simple auto edits make a huge impact.

6. Turn to a Pro

Investing in a professional photographer is always the best way to go for high quality images.

Google search “real estate photography in your city” and check out a few portfolios, or visit <http://www.realestatephotographers.org/> to find a quality photographer in your state.

For additional photography, tips and tricks, visit...

<http://www.houzz.com/photos>

<http://photographyforrealestate.net/>

Here's What you Learned...

- Best practices for photographing your home
- How many photos to take, and publish to Realbird, Postlets, Zillow, and Craigslist
- Why taking photos immediately after staging is the best time to act
- Additional resources for ideas, and photo editing.
- Where to find a professional photographer